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Data Article

Data about knowledge and tendency towards organic foods use in Tehran

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ABSTRACT

Improper use of chemical fertilizer and pesticide poses not only threats to the environmental safety but also major public health issues globally. The adverse effects of chemical fertilizers and pesticides forced agricultural scientist to look for safer methods such as organic farming. This study was aimed at assessing the knowledge and tendency towards organic foods use among people of living in a megacity, Tehran. Data was collected from “fall exhibition” and “health food exhibition” participants using pre-tested questionnaire. Data were entered, cleaned and analyzed by SPSS version 17. *T*-test, ANOVA and Regression analysis were carried out and the association was considered significant at *p*-value less than 0.05. A total of 400 respondents participated in the study, making a response rate of 100%. There were reverse relation between knowledge and accessibility and positive relation between trust, marriage and gender and no relation with price. Building trust in consumer, and allocation of a special label, known logos and ways to track most of the products sold as organic foods seems necessary for increasing consumption.

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Specifications Table

Subject area	<i>Food safety, Agriculture</i>
More specific sub- ject area	<i>Data analysis about knowledge and tendency towards organic foods use in Tehran</i>
Type of data	<i>Table, text file</i>
How data was acquired	<i>survey</i>
Data format	<i>Raw data statistically analyzed</i>
Experimental factors	<i>Does not apply</i>
Experimental features	<i>The questionnaire contained three sections that obtained data concerning the participants' demographic characteristics, knowledge about organic foods, and tendency towards organic foods use. Data were entered, cleaned and analyzed by SPSS version 17. T-test, ANOVA and Regression analysis were carried out and the association was considered significant at p-value less than 0.05. A total of 400 respondents participated in the study, making a response rate of 100%.</i>
Data source location	<i>Tehran, Iran</i>
Data accessibility	<i>Analyzed data is available in this article</i>

Value of the data

- The findings can serve as input to the multimedia to inform the public about the organic foods and their benefits and prevention of counterfeit products.
- The better and true understanding of the consumers' food behavior can improve the markets for organic foods products.
- Encourage people and consumer to buy more organic food products.

1. Data

The agriculture sector uses chemical fertilizers to increase agricultural production to enable feeding the growing food demands of populations [1]. In Iran, chemical fertilizer utilization increased from 2.4 t in 2001 to 3.3 t in 2011. That means more than 27,000 t chemical fertilizers have been used in agriculture sector annually [2]. In 2010, Iran was ranked 93rd in the world due to improper use of chemical fertilizers, hormones, pesticides and chemical residuals in agricultural products [3].

This study aims to assess the knowledge and tendency towards organic foods use among 400 people who randomly selected from two exhibitions (fall and healthy food exhibitions) held in Tehran, Iran. The respondents had forty-six percent (46%) of the knowledge about organic food and were able to correctly describe it, whilst 45% did not. among the healthy foods exhibition participants, these figures were 63% and 24% respectively ($p=.001$). Table 1 shows Description figures about tendency towards organic foods use, there was no statistically significant difference between the two groups in relation to their tendency towards organic foods use. Table 2 shows ANOVA between

Table 1

Description figures about tendency towards organic foods use.

Variables	Degree of freedom	Average of squares	F	P values
Knowledge	1	746.42	44.08	< 0.001
Trust	1	3279.67	310.34	< 0.001
Accessibility	1	76.17	4.09	0.044
Price	1	47.95	2.56	0.11

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